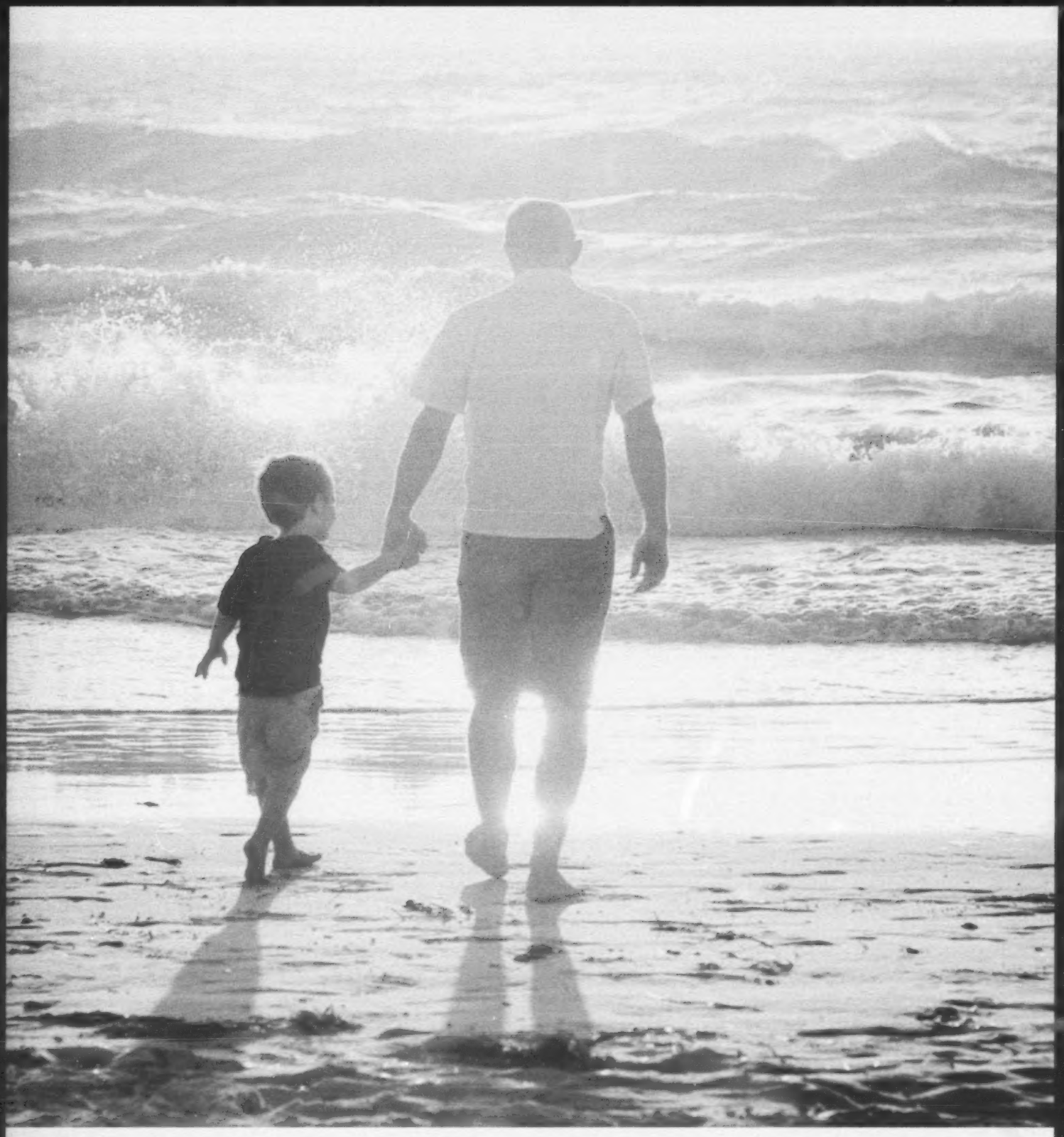

Prince Edward Island
CANADA

PEI Chief Public Health Office

Strategic Plan 2016-2018

RATIONALE FOR PRIORITY AREAS:

- Significant or growing health burden
- Compelling evidence that action will have an impact
- The CPHO is uniquely positioned to address
- Timely opportunity for action
- Opportunities for synergies with other initiatives
- No significant obstacles anticipated

VISION

Health For All Islanders.

MISSION

We PROMOTE and PROTECT the health of Islanders and PREVENT disease and injury through leadership, partnership and excellence in public health.

VALUES

Excellence We deliver effective and efficient public health services with a commitment to continuous quality improvement.

Equity We pursue approaches that enable all Islanders to be healthy.

Evidence-informed We apply evidence to inform public health practice.

Collaboration We value partnerships, community engagement and trust.

Stewardship We make decisions responsibly, act with integrity, and are accountable.

The Chief Public Health Office (CPHO) is a division within the government of Prince Edward Island's Department of Health and Wellness. The CPHO's strategic plan for 2016-2018 highlights the division's public health priorities over the next two years as they contribute towards achieving our common vision: Health For All Islanders.

PLANNING FRAMEWORK

Our strategic planning framework provides a roadmap to achieving our vision. Three **Pillars** form the foundation of the framework and are intended to guide CPHO strategic planning into the future. For each planning cycle (e.g. 2016-2018), **Priority Areas** are identified under each pillar using a rationale which considers the best course of action for improving the health of all Islanders. The CPHO regularly identifies and reviews **Actions** that will advance each Priority Area.

During the planning cycle, new priorities may arise. The rationale will guide the CPHO's decision-making in the modification or creation of new Priority Areas and subsequent Actions.

1 PROMOTE THE HEALTH OF ALL ISLANDERS

The CPHO is responsible for advancing health promotion in PEI and shifting the focus beyond individual behaviours towards a wide range of social and environmental interventions. These broad interventions in turn enable Islanders to proactively care for their health both within the health system and the community. Health promotion addresses topics such as healthy eating, physical activity, tobacco cessation, responsible alcohol consumption and the social determinants of health. Interventions include encouraging healthy lifestyles and safe behaviors; building healthy environments and strengthening community action; reorienting health care services towards health promotion and developing healthy public policy.

Examples of priority areas for consideration under this pillar can include strengthening wellness leadership, developing healthy public policy, engaging community organizations and fostering public awareness, or developing a specific health promotion program or service. The following priority areas for 2016-2018 were selected for Pillar 1:

PRIORITY AREA 1
Establish a governance structure to advance wellness in PEI

Rationale

The 2016 Chief Public Health Officer's Report: Health for all Islanders indicates that four chronic disease clusters: cancer, cardiovascular disease, chronic pulmonary disease and diabetes account for 70% of all Island mortality and contribute significantly to illness and disability at a population level. The report

recommends health sector leadership and intersectoral governance to advance sustainable, root-cause population-level interventions and health in all policies which are internationally recommended health promotion strategies.

PEI's current Wellness Strategy (2015-2017) implies an intersectoral approach to wellness. As the current strategy expires, strengthened intersectoral wellness governance is needed to direct a coordinated approach to reducing chronic disease burden. Health promotion and wellness have traditionally been championed by the public health community in partnership with a broad array of stakeholders.

PRIORITY AREA 2

Integrate healthy public policy-making into organizational decision-making throughout PEI

Rationale

Many of the factors that influence health lie outside the health sector. As a result, the World Health Organization endorses Health in All Policies: the integration of evidence-informed healthy public policy-making into organizational decision-making at all levels of society. Health in all policies addresses both the risk factors for chronic disease and the underlying social determinants of health which can increase the risk of chronic disease for disadvantaged groups. One of the goals of health in all policies is minimizing health inequity: differences in health outcomes that are systemic, unfair and avoidable. The CPHO has a leadership role in advancing provincial wellness policies and also plays an important role in encouraging healthy public policy-making outside the health sector, among communities, partner organizations and all levels of government.

PRIORITY AREA 3

Engage stakeholders and foster public awareness about wellness in PEI

Rationale

Engaging stakeholders about wellness enables those who are being affected by the issues described to become active participants in the planning process. Lessons learned from other provincial wellness initiatives indicate that initiatives grounded at the community level have sustainable impact. The role of the healthy living coordinators within the CPHO involves working with key community stakeholders to advance healthy living initiatives and facilitate/support community action. Go!PEI is an example of a community engagement initiative which has been successful in supporting behavioural change. The model presents an opportunity to advance the Wellness Strategy initiatives.

PRIORITY AREA 4

Enhance surveillance of health inequities among vulnerable Islanders

Rationale

The 2016 Chief Public Health Officer's Report: Health for all Islanders indicates that an unequal distribution of the social determinants of health (SDH) among population groups is leading to health inequity. Islanders with the lowest household income have significantly poorer health behaviours and health outcomes. Health equity is a value of the Chief Public Health Office and the division is committed to pursuing approaches that enable all Islanders to be healthy. Measuring health inequities contributes to a better understanding of the impact of health behaviours and the SDH. This information informs the intersectoral work on wellness including the development of healthy public policy and public awareness and engagement.

2 PROTECT THE HEALTH OF ALL ISLANDERS

Under the direction of the Minister of Health and Wellness, the CPHO is responsible for protecting the health of Islanders in accordance with the *Public Health Act* and its Regulations. This includes prevention, surveillance, investigation and control of communicable diseases; licensing and inspection of food premises; implementation of tobacco, swimming pool, and tanning facility regulations; health surveillance to support evidence-informed decision making; and health emergency management.

Examples of priority areas for consideration under this pillar can include strengthening legislation, enhancing public health prevention programs and improving the effectiveness and efficiency of program delivery. The following priority areas for 2016-2018 were selected for Pillar 2:

PRIORITY AREA 1
Strengthen the Public Health Act to support public health policy and practice

Rationale

Legislation governs the mandate of the CPHO and provides the strongest platform for protecting the health of Islanders and the CPHO provides independent advice to the Minister and public officials on public health issues. Public health legislation should remain proportional in its approach by weighing public health benefits versus any costs including restriction of individual choice. To this end, public health legislation is regularly reviewed to ensure it reflects contemporary public health policy and practice. The CPHO has an opportunity to be a national leader in public health legislative reform by incorporating best practice legislative authority into PEI's Public Health Act and Regulations.

PRIORITY AREA 2
Enhance immunization programs to prevent spread of vaccine-preventable disease

Rationale

In the last 50 years immunization has saved more lives in Canada than any other health intervention and it remains one of the most cost-effective health interventions. PEI has been a leader in immunization, achieving vaccination rates that are higher than the Canadian average for most publicly-funded children's vaccines and most recently focusing attention on adult immunization. However, child and particularly adult vaccination rates still have room for improvement. Enhancing immunization programs is in alignment with the National Immunization Strategy to address vaccination coverage and vaccine hesitancy, described by the World Health Organization as a behavior, influenced by factors including issues of confidence, complacency, and convenience.

PRIORITY AREA 3
Improve the effectiveness and efficiency of health protection programs

Rationale

Health protection programs must continually adapt to societal and political changes to remain effective and efficient in protecting the health of Islanders. There is an opportunity to make improvements to some of the CPHO's health protection programs over the next two years. These health protection programs are operational and can be improved through a process of continuous quality improvement including referencing of provincial and national best practices.

3 STRENGTHEN PUBLIC HEALTH INFRASTRUCTURE

The Chief Public Health Office requires strong public health infrastructure to carry out its mission of promoting and protecting the health of Islanders and preventing injury and disease. Strengthening infrastructure requires constant focus to ensure the CPHO is able to respond to ongoing as well as emergent public health situations. Attracting, developing and retaining highly capable public health professionals are critical to the CPHO's long-term success. Public health infrastructure on Prince Edward Island is broader than the CPHO itself and also refers to the many individuals and organizations that serve as public health partners.

Examples of priority areas for consideration under this pillar can include improving information and knowledge systems, optimizing and aligning human resource capacity, streamlining policies and processes, enhancing internal and external communication processes, developing strategies and performance measures, undertaking research and teaching, and strengthening public health partnerships. The following priority areas for 2016-2018 were selected for Pillar 3:

PRIORITY AREA 1

Strengthen information and knowledge systems to support data analysis and work

Rationale

Information technology is playing a greater role globally in public health. Actions that the CPHO and other Public Health Units across Canada have made to improve and utilize IT have had a positive effect on public/population health.

This continues to be an opportune time to address the CPHO's IT infrastructure needs given the expertise and interest across the division, the need to optimize administrative efficiencies and the development of the Multi-lateral Information Sharing Agreement (MLISA) data annex. The priority aligns with the work of the Communicable Disease Program and the Wellness Strategy.

PRIORITY AREA 2
Strengthen human resource capacity

Rationale

The most valuable resource of the Chief Public Health Office is its people. Strengthening the CPHO's recruitment, training, performance management, and succession planning processes is crucial to developing and maintaining a motivated and skilled workforce of public health professionals. The results and recommendations from the 2016 Chief Public Health Officer's report highlight the growing burden of chronic diseases in PEI and point to a critical need for the CPHO to coordinate a provincial approach to Wellness. This is a significant new scope of work for the CPHO requiring additional staff resources and realignment of divisional responsibilities. There is an opportunity to refine our human resource management processes to ensure our workforce continues to be robust well into the future.